

Smart Phones and Brain Development in Babies



By Dr. Rahul Varma

In today's environment we all can see small babies and toddlers playing with phones. Whether you are at mall, driving in car or waiting somewhere, smartphones have become like babysitter for many parents. But are they really good for optimum brain development for young kids?

Most doctors are of the opinion to reduce screen time for small babies. Screen time includes time spent on TV, videos, laptops, phones etc. American Academy of Paediatrics (AAP) has made a clear stance of "NO screen time for kids less than 2 years", the main reason being that language learning delays, poor reading skills and poor short term memory are seen more often in children with more screen time.



Children learn better from real life experiences rather than screen time, especially if activities involve moving and doing. A child's first two years are very critical for learning of new concepts including 3 dimensional Sensory-Motor experiences which cannot be replicated on a 2 dimensional screen.

Edited by Byron Dawson

A message from CMO Dr. Rohit Jaswal



Warm Greetings to all friends and family of Intermed!

As we wrap up 2014 and look to 2015, let us look back on the year that we have completed and ponder what is in store for the next one.

In 2014, Intermed was able to add several key staff members and specialties. Intermed's new marketing team has helped us move into larger and more lucrative corporations. A push towards preventive medicine and wellness services has been well received.

In 2015, Intermed has big plans, including expansion into other markets, a new and proprietary Electronic Medical Records system, an updated, more interactive website version 2.0, and countless exciting events, corporate outings, camps and health talks. Look for Intermed to expand its focus on Home Healthcare Delivery and Emergency Services as well.

The changing of the year is always a time for reflection and the counting of blessings. Intermed surely has much to be thankful for heading into the New Year including several months of very strong sales, the health, happiness, and well-being of all of its employees, patients, friends and family and the unwavering support of its benefactors and well-wishers.

- Dr. Rohit Jaswal

Intermed News

Intermed launched several marketing programs this month with great success. First, Intermed sent out its Season's Greetings Card to its loyal patients offering them a "Healthy 2015" Package.

Healthy 2015 offer:

- ▶ Anytime BP
- ▶ Free home collection of samples
- ▶ Free home delivery of medicines
- ▶ Monthly blood sugar monitoring at clinic or at home
- ▶ Dental Check-up twice/year
- ▶ HRA and follow-up to reach your health goals
- ▶ Four consultations with Internal Medicine, Orthopaedic, Pediatric, Obs Gynae, Family Physician
- ▶ Monthly News letter
- ▶ 10% off on medicines
- ▶ 25% off on laboratory tests, X-rays
- ▶ 15% off on all services to referred clients
- ▶ 20% off on Physiotherapy packages

Intermed also launched its popular Physiotherapy Package through Facebook this month.

Special Physiotherapy Package from Intermed

Don't let those bone and muscle aches and pains slow you down in the New Year! Enter your email below to receive an exclusive coupon for our Facebook fans entitling you to: One Free Wellness Screening, One Free Health Risk Assessment, Body Mass Index Monitoring, Blood Pressure Monitoring, Blood Sugar Check, Lipid Profile, 1 Free Dental Check-Up, 2 Free Dietician Visits, 1 Free Physiotherapy Session and 30% off your next 5 Physiotherapy Sessions

Enter your email and we'll send your coupon **CLAIM OFFER**

Both efforts have been highly successful as Intermed continues to build its customer base.

Redeem this coupon for
20% OFF
Consultations
Intermed
Expires 1 March 2015

In the News

[India Slashes Healthcare Budget](#)

"India's healthcare industry is growing at an annual clip of around 15 percent, but public spending has remained low and resulted in a dilapidated network of government hospitals and clinics"

[Gov't Launches India's First Healthcare App](#)

"The App will help the Ministry to facilitate access to its initiatives, provide public health information, locate health centres and also empower the citizens to track and record their health data through the health tools."

[Kill Link between Pharma Companies and Doctors to stop Corruption](#)

"In the US, a doctor accepting kickbacks is slapped with criminal offence and the punishment can include fine and jail term"

Christmas at Intermed

On 25 December, Intermed hosted its Christmas party. Everyone was treated to food, merriment and even a visit from Santa!



2014 was a great year for Intermed as it pushed sales records to new heights and added several new lucrative specialties and tie-ups with some of the most prestigious corporations in Delhi. Look forward to more exciting developments in the early part of 2015 and beyond!